

# *Fashions, shopping habits change through the years*



The Holst family of Mishicot posed in 1894 for this picture in front of the Holst Cash Store



## *Early-day general store remembered in Mishicot*

The Holst General Store in Mishicot was a village landmark for nearly a century.

These pictures, shared with Herald-Times-Reporter readers by Mrs. Tony Schultz of 1316 Hamann Road, Manitowoc, a niece of the late Nora and Hugo Holst, show the Holst family in 1894, and interior pictures of the store showing how it looked about 1912.

According to a souvenir booklet, "Compliments of A. Holst," and given to his customers in 1912, the business was started in 1889 "and has been steadily growing, now is one of the largest department stores in the county.

"Everything is carried in the line of general

The surviving member of the Holst family shown in the picture is Ruth Holst, now Mrs. Ruth Holst Fischer Horneck, residing in a nursing home in Sheboygan.

The souvenir booklet, in addition to photos of the Holst store, contained other scenes from the village.

One of them showed the interior of the Elite Theater operated by the Mishicot Amusement Co., and regarded "as the most up-to-date moving picture playhouse for a place the size of Mishicot, in the state, and perhaps the United States."

The booklet further stated, "The management of this theater does not merely look for large pro-